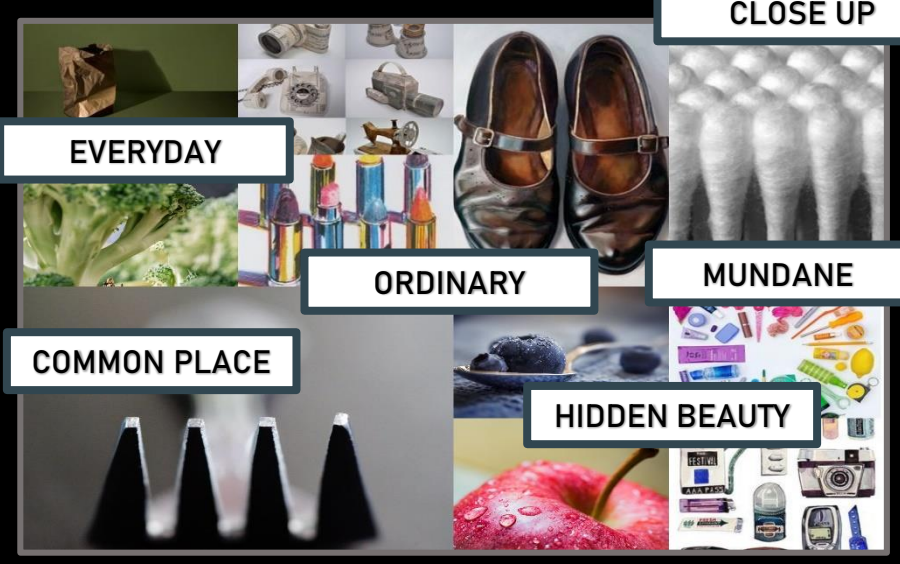


# // EVERYDAY OBJECTS // ORDINARY / COMMON / BLAND / BASIC / MUNDANE / PLAIN / OBJECTS - //

## // IMAGE BANK



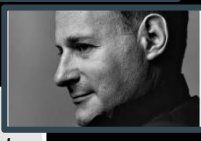
### CLOSE UP

Commencing my investigation into Everyday Objects, I generated this Moodboard collage to depict the range of images within this genre. I am particularly drawn to the images of fruit captured with a Macro lens.

## // ARTIST RESEARCH

I will begin my research into Everyday objects by studying the work of internationally famous Photographer Irving Penn. I am particularly fascinated by Penn's Still Life Imagery using fruit in various states.

### IRVING PENN



Irving Penn was an American photographer known for his fashion photography, portraits, and still life. 1917-2009.



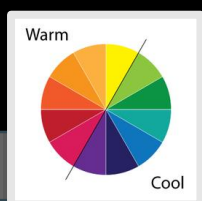
These frozen forms of carrots, blueberries and asparagus have been assembled to show the textures and beauty of everyday foods.

These fruits have been frozen and in some areas allowed to thaw, creating a subtle, layered effect

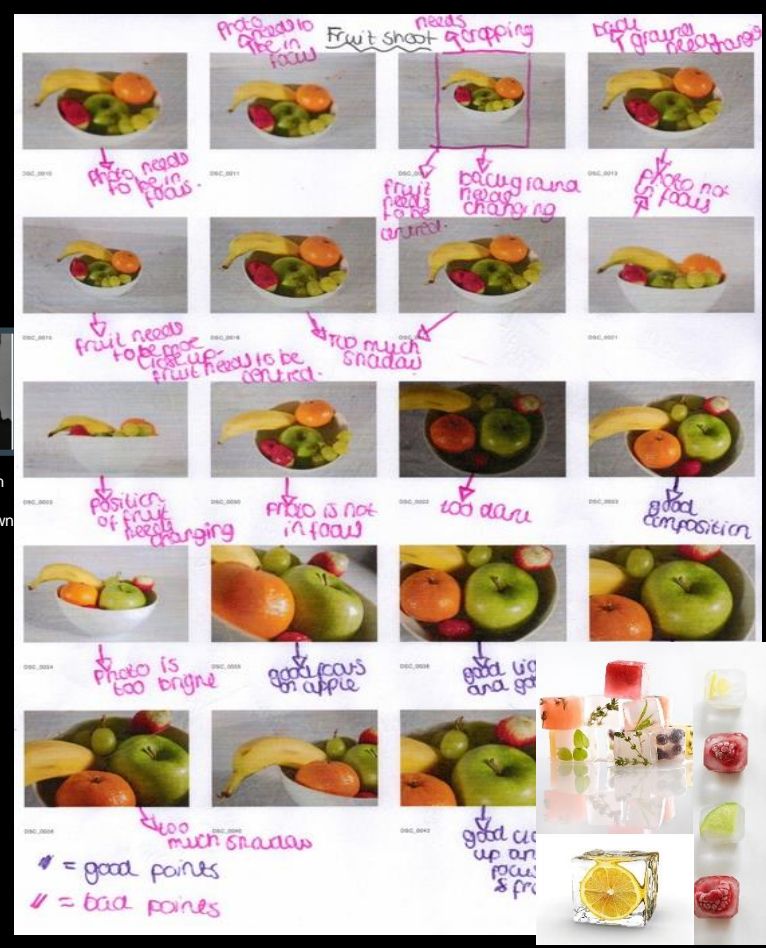
These fruits are blemished, undesirable foods yet show beauty of their decaying forms

## // ARTIST RESEARCH / MEDIA & TECHNIQUES

The photo has been taken from a short distance so the main field of view is taken by the frozen forms and thus is the main focal point of the image. The frozen forms mostly form the mid and foreground as the background remains a plain flat white. By doing this the viewer's eyes are lead slowly round the composition without being distracted by other images. I believe this photo has been taken in a light box or studio, possibly back lit so that light is captured in the ice's reflections. The light source is placed behind then around the forms creating a sense of pure light and an atmosphere serenity.



## // CONTACT SHEET



## // SHOOT PLAN

To emulate this photograph myself, I would freeze a selection of fruit. In this image he used typically warm colours such as zesty yellows, deep oranges and plums. I would set up my LED light box, with a back lit white ground and use a tripod to stabilise the images taken. I would be looking for a close up with a good depth of field to capture the details in the fruit. I will experiment with LED lighting for a lighter, brighter image.



## // INTENT

I feel the photo conveys a message of serenity through its simple use of colour and composition. In my opinion this image successfully conveys the hidden beauty within the normal and everyday, an ideal inspiration for my project.

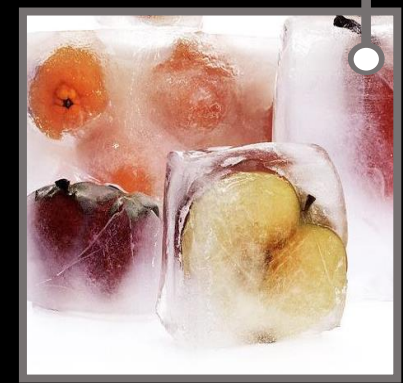
## // ARTIST ANALYSIS / SUBJECT / ELEMENTS

The title of the Photograph I have chosen for analysis is called 'Still Life with frozen fruit, 1977.' Looking at the image, it is clear that the genre of this photograph is still life from its typical assembly of fruit forms. The props I can see in this picture are frozen cubes fruits, carefully arranged to generate the image. The composition of the photo shows an assembly of frozen fruits, ordinary everyday objects that have been carefully stacked and overlapped. Some of the forms are partially defrosted to expose the hidden fruits colour below the ice's surface.

The viewer's eye is lead around the photo because of the clever use of subtle colour that emerges softly from the ices frozen surface. I am drawn to the top right of the image then from the frozen strawberry my eye then is balanced by the deep purple hues of the frozen plum (bottom left). The perspective that Penn has taken the photo from is fully frontal, closed in and with a good depth of field that captures the fissures within the ice. The background is a simple flat white that appears backlit thus shining light through the ice of the fruit giving luminance to the image. The Photographer employs a range of visual elements in his work. The most striking elements are colour and the sense of light exacerbated by these frozen forms. Simplistic in nature, the image celebrates the beauty of the ordinary yet obscures it partially in its hidden depths.



Irving Penn, still life with frozen fruit, 1977



Close up of Irving Penn, still life with frozen fruit, 1977



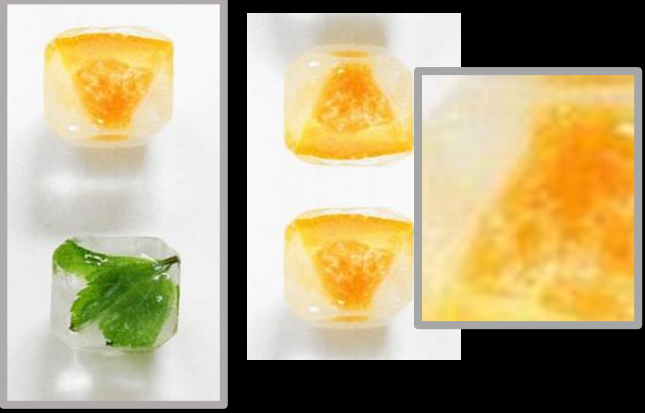
# // EVERYDAY OBJECTS // ORDINARY / COMMON / BLAND / BASIC / MUNDANE / PLAIN / OBJECTS - //

## // EDITED IMAGES X 3

## // FINAL EDITED IMAGE



Select the 3 best images from your shoot then edit using [www.pixlr.com](http://www.pixlr.com) or your own software. Add these images to your A3 PowerPoint & save. TOP TIP: TAKE SCREEN SHOTS OF YOUR EDITING BY PRINT SCREENING YOUR WORK (Ctrl+PrtScr)



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## // SHOOT EVALUATION

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Describe how your 'shoot' went and evaluate the strengths and weaknesses of your final images. What would you do next if you were to plan another shoot? How well does your work link with the Photographer. What did you learn? Add to your A3 PowerPoint, save and upload to Class-Charts / Share-Point.  
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